

Mapping Your MESSAGE

Finding a Simple Thread in Your Complex Mission

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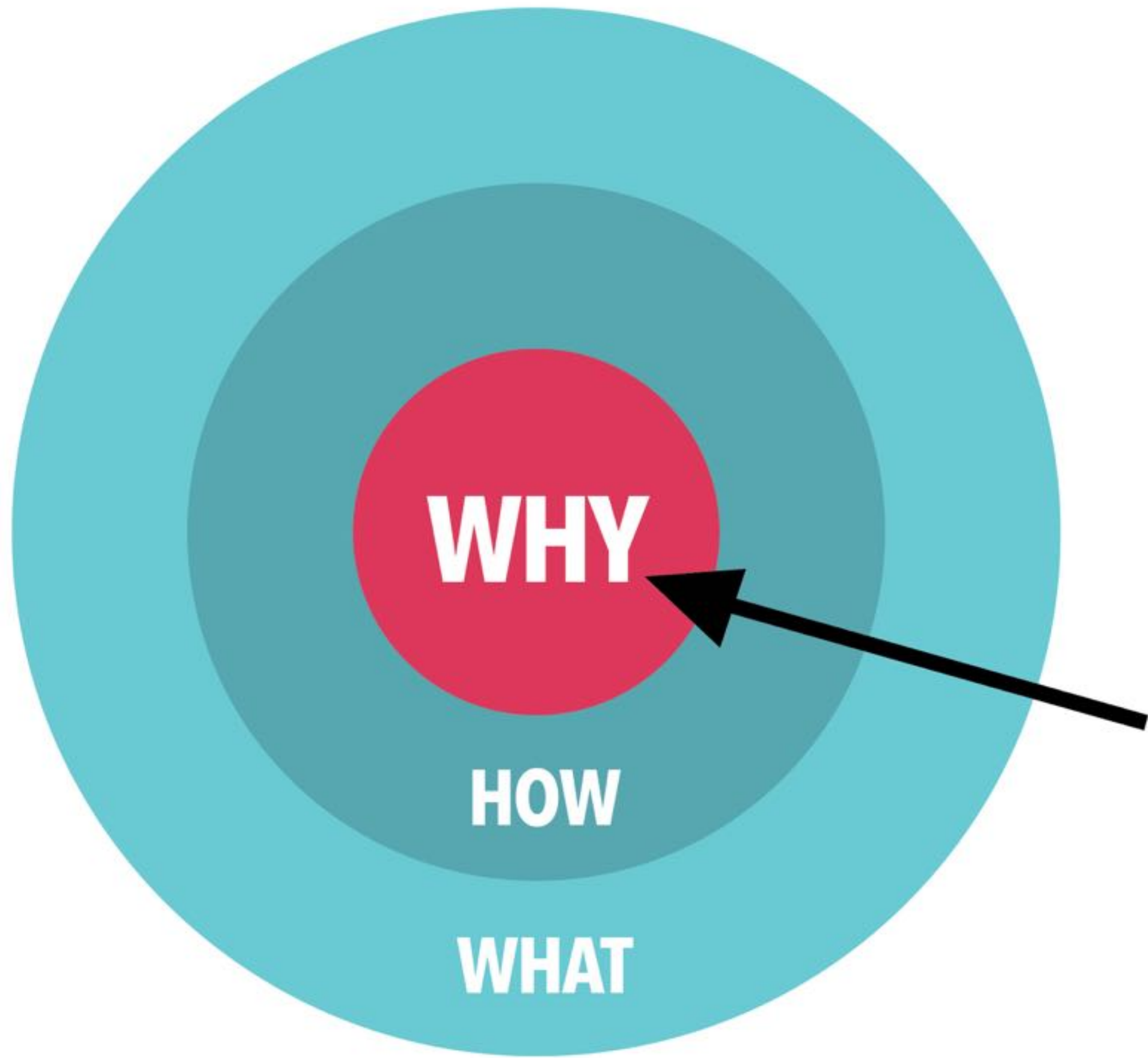


UNSEEN



Why We Exist





WHAT

HOW

WHY

Mapping Your STORY

A look at two routes









Beginning the conversation

ROUTE 1

ROUTE 1

“We help **X** to **Y** so they can **Z**.”

Example

“We help (x) anti-trafficking & humanitarian organizations (y) accelerate their growth so they can (z) help more people.”

ROUTE 1

X - Who do you help? _____

Y - How do you help them? _____

Z - What are the end results? _____

Your X, Y, and Z

We help _____ to _____
so they can _____.

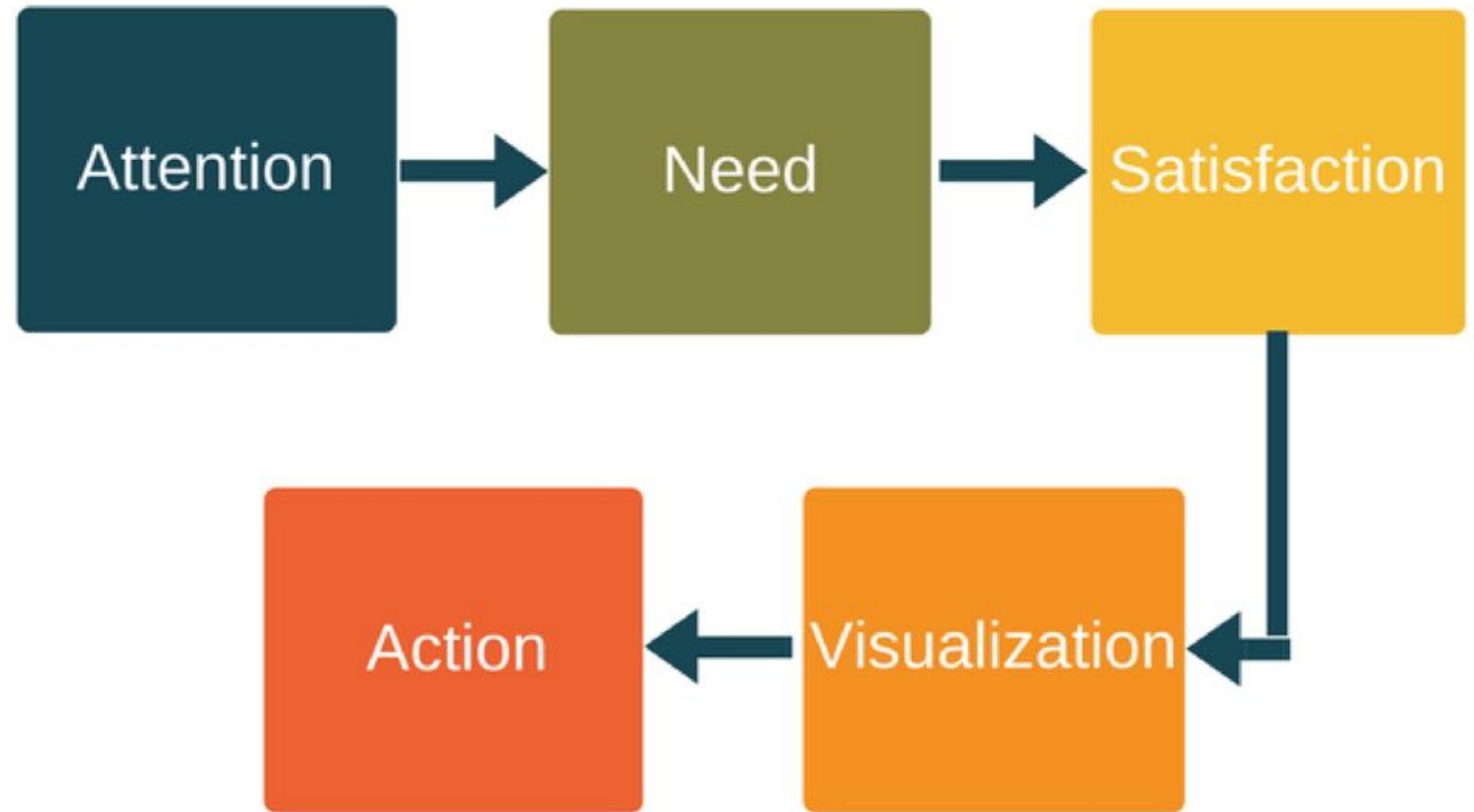


Unseen Story Arc™

ROUTE 2

Monroe's Motivated Sequence

Monroe's Motivated Sequence





ROUTE 2

Unseen Story Arc™

- Problem
- Spark of Hope
- Solution
- History of Success
- Hope for the Future
- Call to Action

1. Problem

- *New technologies are making it easier to sexually exploit tens of thousands of children globally.*
- *1.2 million boys live on the streets of the Philippines.*
- *India is now home to 20 million orphans.*

What is the big problem you are trying to solve?

2. Spark of Hope

- *It takes just one person to make a difference, and just one person is worth making a difference for.*
- *Every child deserves to live without fear of sexual harm.*
- *Hope lives.*

If the problem is so big, why should I keep listening?

ROUTE 2

Over 1.8 million children are abandoned and neglected in the Philippines.

With intervention, these children are **less vulnerable** to trafficking, abuse, sickness and exploitation.



GENTLE HANDS, INC.
There is HOPE in LOVE

3. Solution

- *Our program prevents, protects, and restores child victims of sexual abuse, exploitation, and human trafficking.*
- *We offer the care and support to break cycles of poverty and abuse and start new!*
- *Our home provides a loving family environment for 25 children.*

What are you doing to address the problem?

4. History of Success

- *We have supported over 100 investigations, collaborating with police and NGO partners from rescue to recovery.*
- *Since 2015 we have served over 24,000 children, women, and families in need.*
- *Our 40 year history has proven to be an effective model of care.*

What builds the credibility of your work?

5. Hope for Future

- *With the help of prosecutors, we can bring an end to online exploitation.*
- *With your help, we can help those just outside our reach.*
- *We can find permanent homes for thousands of boys in need.*
- *We're looking to educate 300 kids in the next 2 years.*

What is possible if others get involved?

A group of children, mostly young girls, are smiling and looking towards the camera. They are in an outdoor setting, possibly a community center or a schoolyard, with some wooden structures visible in the background. The image has a soft, slightly blurred background, emphasizing the children in the foreground.

***“You’ll never get a
\$10 million check without
a \$10 million vision.”***

– Jim Holdman, Fundraising Pioneer

6. Call to Action

- *Stand with us in support of justice and healing!*
- *Pray, give, share!*
- *Who do you know that we don't?*
- *\$5 sends a child to school for one month. How many children will you send?*
- *Could I follow up with you in the future about this?*

What can people do to help you?

ROUTE 2

EXAMPLE:

"(1) Over 65 million people have been uprooted by world conflicts. Over half of the world's refugees are children. Without intervention, these people continue to endure chaos, trafficking, trauma, and broken lives. (2) But everyone deserves safety and freedom. (3) We provide post-trauma care, food & shelter, rescue, and advocacy. (4) Since 2014 we have served over 21,000 children, women, and families. (5) Many more people are in need of rescue, healing, and restored lives. (6) Your gift will be put directly into action for families in need today, to bring hope for tomorrow."

THANK YOU!

UnseenPartners.org/Justice

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